

ORDER



Orders
Order / Rev: 169452
Alt Order #:
Product Desc: 10/25-11/4 order
Estimate:
Flight Dates: 10/25/12 - 11/04/12
Original Date / Rev: 10/24/12 / 10/24/12
Order Type: GENERAL

KOB

Primary AE: Olivia Lawrence
Sales Office: KOB
Sales Region: Local

Agency
Name: DW Turner Strategic Communications
Buying Contact:
Billing Contact:
 400 Gold Ave SW 12th Floor
 Albuquerque, NM 87102-3283

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Janice Arnold-Jones for Congress
Demographic: A25-54
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/24/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	7	\$2,700.00	\$2,295.00
10/29/12	11/04/12	21	\$7,250.00	\$6,162.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	7	\$2,700.00	\$2,295.00	0.00
November 2012	21	\$7,250.00	\$6,162.50	0.00
Totals	28	\$9,950.00	\$8,457.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KOB	20%	\$9,950.00
Market	100%	\$49,750.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

KOVT	0%	\$0.00
KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	80%	\$39,800.00

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Alt Order #:
Flight Dates: 10/25/12 - 11/04/12

Advertiser: Janice Arnold-Jones for Congress
Product Desc: 10/25-11/4 order
Estimate: KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	10/25/12	11/04/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	-----	:30	0	\$275.006		0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---TF--		1				\$275.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	10/22/12-10/28/12		News 4 Today II 6a-7a		M-F 6a-7a	---ThF----	:30		(\$275.00)		0.00	NM		
	Credited [Time Period is not available]														
	Week:	10/29/12	11/04/12	MTWTF--		4				\$275.00		0.00			
N 2	All	10/25/12	11/04/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	-----	:30	0	\$275.006		0.00	NM	7	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---TF--		3				\$275.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	10/22/12-10/28/12		M-F Today Show		M-F 7a-9a	---ThF----	:30		(\$275.00)		0.00	NM		
	Credited [Time Period is not available]														
2	All	10/22/12-10/28/12		M-F Today Show		M-F 7a-9a	---ThF----	:30		(\$275.00)		0.00	NM		
	Credited [Time Period is not available]														
3	All	10/22/12-10/28/12		M-F Today Show		M-F 7a-9a	---ThF----	:30		(\$275.00)		0.00	NM		
	Credited [Time Period is not available]														
	Week:	10/29/12	11/04/12	MTWTF--		7				\$275.00		0.00			
3	All	10/25/12	11/04/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	-----	:30	0	\$325.004		0.00	NM	7	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---TF--		2				\$325.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$325.00		0.00			
4	All	10/25/12	11/04/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	-----	:30	0	\$600.004		0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---TF--		1				\$600.00		0.00			
	Week:	10/29/12	11/04/12	MTWTF--		3				\$600.00		0.00			
5	All	10/25/12	11/04/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p	-----S-	:30	1	\$400.006		0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1				\$400.00		0.00			
	Week:	10/29/12	11/04/12	-----S-		1				\$400.00		0.00			
6	All	10/29/12	11/04/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	-----S	:30	1	\$400.006		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$400.00		0.00			
N 7	All	10/25/12	10/28/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	---TF--	:30	2	\$350.004		0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---TF--		2				\$350.00		0.00			
N 8	All	10/25/12	10/28/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	----F--	:30	1	\$350.004		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$350.00		0.00			
Totals														28	\$9,950.00